Province of British Columbia

Liquor Distribution Branch

Ministry of Labour and Consumer Services
Norman Jacobsen, Minister

Sixty Eighth Annual Report

FISCAL YEAR ENDED
MARCH 31, 1989

90-05604/

ENCOURAGING MODERATION IN DRINKING THE L.D.B. ROLE

Philosophy

In its mission statement, the British Columbia Liquor Distribution Branch recognizes its duty to promote "responsibility in the use of beverage alcohol". This is a commitment not just by the organization as a whole, but by the individuals within the organization, whatever their job. Everyone wishes to make a personal contribution both in service and responsibility.

Alcohol is a legal substance and it is the mandate of the branch to distribute it efficiently to those who wish to purchase it. However, we know that a significant number of our customers abuse alcohol. In their hands, alcohol becomes a dangerous substance — to themselves and to society.

We know about the accidents, the illness and the misery that results from abuse and we accept, as the primary distributors of alcohol, our need to balance our service role with our social obligations.

This awareness is manifested in the way we make our everyday decisions, the way we support laws designed to control the negative results of abuse and in a point-of-sale program that directly promotes moderation.

Influence on Decision Making

As a near monopoly, the L.D.B. is in a unique position to decide what products will be offered for sale to the majority of British Columbians,

- — we discourage suppliers who offer products that seem to provide an easy path to substance abuse, e.g., inexpensive wines with high alcohol content;
- — policies related to in-store advertising stress wholesome family related activities and often include food and mixes as a normal component of drinking scenes;
- — conversely, scenes that seem to indicate liquor as an essential element of "having fun" are discouraged;
- — highly motivating "sell" words such as "sale" "save" or "free" are not permitted in the context of a supplier's promotion of product;
- — every effort is made to educate our staff and our customers to the knowledgeable, moderate and discriminating pleasures of drinking responsibly, e.g., in the "Taste" program. (The taste and the context are more important to the enjoyment of drinking than the chemical effect.)

The Responsible Selling of Liquor

All staff who come in direct contact with customers are taught to recognize and refuse sales to inebriated and under-age customers. It is our observation that this function is conscientiously and willingly carried out.

Point-of-Sale Programs — What are we doing?

This program, in the fiscal year 1988/89, consisted of store bag messages and posters in co-operation with CounterAttack, distribution of CounterAttack and M.A.D.D. brochures, branch-initiated bumper stickers with a designated driver message, eight "TRY" danglers in all liquor stores in co-operation with the B.C. government awareness program, support of a supplier-initiated Safe Driver month and equivalency message, and the "Have a Safe and Happy Summer" branch-initiated dangler in all liquor stores.

Our responsibility program is on-going with 1989/90 plans underway.

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Province of British Columbia

Ministry of Labour and Consumer Services

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LIQUOR DISTRIBUTION BRANCH

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The Honourable Norman Jacobsen
Minister of Labour and
Consumer Services
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Sir:

I have the honour to transmit herewith the Sixty-Eighth Annual Report of the Liquor Distribution Branch, covering the year ended March 31, 1989. During this fiscal year the Minister Responsible was the Honourable Lyall Hanson.

A.D. Anderson
General Manager

Enclosure

EXECUTIVE ORGANIZATION

As at March 31, 1989

MINISTRY OF LABOUR AND CONSUMER SERVICES	**Minister** — The Honourable Lyall Hanson
	Deputy Minister — R.L. Doney
B.C. LIQUOR DISTRIBUTION BRANCH	**General Manager** — A.D. Anderson
	Director of Finance — L.N. Dyer
	Director of Store Operations — W.P. Cross
	Director of Purchasing — P.W. Choate
	Director of Distribution — D.B. Wilkinson
	Director of Merchandising and Communications — M.H. Walford
	Director of Systems and Data Processing — P. Bulled
	Director of Loss Prevention — J.R. Bowcott
	Director of Internal Audit — D.W. Chung
	Director of Personnel Services — P.N. Mulcahy
	Executive Secretary — L.A. Burfoot

The Honourable Norman Jacobsen
Ministry of Labour and Consumer Services
Minister Responsible — Liquor Distribution Branch

MISSION STATEMENT

B.C. LIQUOR DISTRIBUTION BRANCH

The B.C. Liquor Distribution Branch manages the distribution of beverage alcohol by:

1. Operating the primary liquor retail system in British Columbia in a manner that satisfies the needs of our customers;

2. Providing approved private sector retailers with access to liquor products;

3. Providing suppliers with controlled access to the marketplace on a fair basis;

4. Fostering a healthy business environment in British Columbia for the liquor industry;

5. Achieving the provincial government's revenue goals;

6. Encouraging responsibility and moderation in the consumption of beverage alcohol;

7. Presenting a responsive and professional image to the people of British Columbia.

GENERAL MANAGER'S REPORT

David Anderson, General Manager

During the fiscal year of April 1, 1988 to March 31, 1989, sales to the public, rural agency stores and to licensees amounted to $1,234.1 million and generated a net revenue of $415.2 million plus Provincial Social Service tax. The results for the previous year were $1,223.4 million in sales with a net revenue of $423.3 million.

The decline in net revenue was caused by a number of factors including declining volumes, increased discounts to private sector retailers, particularly licensee retail stores, and the growth in the share of the beer market accounted for by discount brands.

The long term trend of declining spirit sales volume continued with a drop of 4.8% compared to the previous year. Wine sales volume was down 2.7%; cooler sales were up 0.8%; cider sales were down 25.1% and beer sales were 0.2% down.

The result of these category sales trends is a continuation in the decline in total alcohol consumption in 1988/89 with a drop of 2.7%. In the 4 years from 1985 to 1989, absolute alcohol consumption dropped from 25.8 million litres to 24.3 million litres despite an atypical increase during Expo year.

Major challenges in this fiscal year included the introduction of new policies resulting from the Free Trade Agreement with the United States and new agreements related to the General Agreement on Tariffs and Trade.

On January 1, 1989, the Free Trade Agreement came into effect and under that agreement, the Liquor Distribution Branch provides for imported spirits

— immediate equality in access to listings and distribution channels;

— equality of markup (excluding a cost of service differential, which is a markup differential sufficient to cover the incremental cost of handling imported products.)

for wines

— immediate equality in access to listings and distribution channels;

— phased in markup equality (excluding a cost of service differential) over a period of seven years.

for beer

— beer was virtually excluded from the agreement but Canada committed to not increase the markup differential and both parties retained their full GATT rights.

Under the new agreements related to GATT which took effect on April 1, 1989, the Liquor Distribution Branch acted on the following:

— provisions similar to those in the FTA gave imported spirits immediate equality of access to listings and distribution channels and immediate equality of markup excluding a cost of service differential;

— provisions for wine in GATT were also similar to the Free Trade Agreement but for beer, Canada agreed to equality in access to listings and in a side letter to the agreement, we agreed to report back at the conclusion of inter-provincial trade barrier negotiations.

Interprovincial trade talks continued with many issues related to liquor yet to be resolved. We have played a part with liquor board and Ministry representatives from other jurisdictions in ongoing talks to settle our remaining differences; we remain optomistic that solutions will be found in the coming months.

I would like to take this opportunity to thank all employees for their fine contribution to this eventful and successful year at the Liquor Distribution Branch.

OPERATIONAL REVIEW

— Liquor Distribution Branch Store System

— Agency Stores

— Audit Department

— Loss Prevention

— Distribution

— Purchasing

— Merchandising

— Special Events

— Customer Service

— Communications

— The TRY Program

STORE SYSTEM

The store system as of March 31, 1989, is composed of 216 retail outlets throughout the province.

Although no new liquor stores were opened during the 1988/89 fiscal year, replacement premises were established in Cranbrook, Fernie, Langley, Nanaimo Harbour Park, Powell River, Vancouver Jericho Village, Pemberton and Nanaimo Country Club Mall.

Complete renovations were carried out on existing facilities at North Vancouver Westview, Victoria James Bay and Clearbrook. Minor projects included enhanced product displays and shelving in 26 stores with upgrading of security and general maintainance projects in another 55 locations.

A uniform program for store employees was commenced prior to year end, with full implementation planned for early in the 1989/90 fiscal year.

AGENCY STORES

Agency store appointments are made by the Minister under Section 8(5) of the Liquor Distribution Act.

The Rural Agency Stores provide liquor service in communities where it is not feasible to establish a branch-operated liquor store. These stores are established in conjunction with a grocery or general store and operate under a two year renewable agreement. These stores must carry a selection of wines, beers and spirits, to sell at Liquor Distribution Branch prices, and for which they receive a 10% discount. There were 125 Rural Agency Stores as of March 31, 1989.

Industry Agency Stores are liquor outlets operated by the B.C. liquor industry. At year end, there were 47 of these outlets comprised of 23 stores at manufacturing plants, 14 free-standing winery stores and 10 winery outlets located in non-liquor establishments.

Independent agency appointments were established at 6 of the existing freestanding winery store premises during the year, and provide the wine store operators with the opportunity to carry B.C. and imported wines.

AUDIT DEPARTMENT

The Audit Department is responsible for reviewing all Liquor Distribution Branch operations. These include eight head office departments, three distribution centres and 216 stores located throughout the province. In addition, there are over 500 businesses subject to audit. These external enterprises are required to comply with branch policies, procedures, statutory requirements and/or contractual agreements with the branch.

On average, one audit report was issued each business day during 1988/89. This year the Audit Department collected over $500,000 in audit assessments from breweries, wineries and privately owned retail outlets.

LOSS PREVENTION

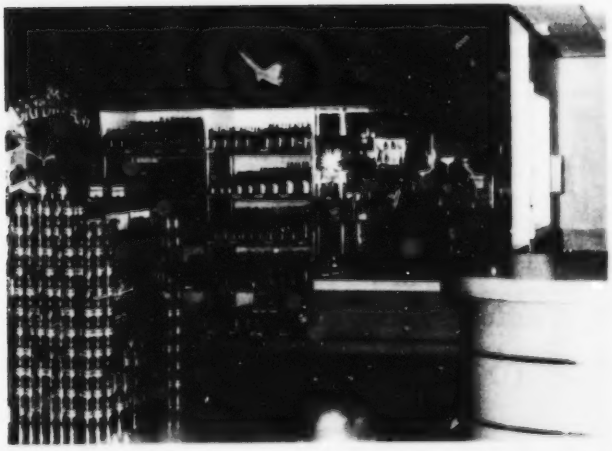
Employee awareness of security issues and problems continues at a high level, while protecting public property and assets of the branch.

During this fiscal year, there was a significant increase in the number of shoplifting arrests, which is largely attributable to enthusiastic and supportive staff. The number of breaking and entering and theft incidents was substantially reduced during this reporting period. This was due primarily to the effectiveness of the store alarm reporting system and improved response times by local police; also the branch has reduced the size of store front windows in problem locations, which has had a positive impact.

NEW REPLACEMENT STORES

Fernie

Langley



Nanaimo Harbour Park

DISTRIBUTION

At the close of the 1988/89 year, the Distribution Department through its distribution facilities located in Vancouver, Kamloops and Richmond had shipped a total of 8.1 million cases of spirits, wines and imported beers to the 216 government liquor stores located throughout the Province. While this is a decrease of 1.2% from the previous year, the variety of products handled increased by 11.9%.

With expansion of the branch's portfolio of products, the Distribution Department undertook changes to its racked storage facilities to accomodate the growing range of products. Additional racking was also acquired by the Kamloops facility in order to enhance its own storage and distribution facilities.

During the year, the Distribution Department established a high priority need to address its inventory management concepts in concert with Purchasing and with stores. Some modifications such as product returns and provision of part case quantities have already taken place. Other concepts such as delivery frequency and turnover analysis will be ongoing.

PURCHASING DEPARTMENT

1988/89 was a year of change as a result of introduction of the Free Trade Agreement, the GATT panel decision on Canadian liquor board practices and mergers and takeovers within the supplying industry.

TRADE INITIATIVES

The two trade initiatives noted above, require the branch to eliminate policies and practices that favour the domestic industries. These agreements require that markups applied to domestic and import products be harmonized over the next seven to ten years. The FTA adjustments which are front-end loaded began on January 1, 1989 with domestic markups rising and American markups decreasing. The adjustments under GATT will begin April 1, 1989.

In addition to markup changes, the most notable changes are in listing practices where national or equal treatment must be given to all products whether domestic or import. This means that:

— all products must be reviewed by listing committee prior to introduction;

— all products must be subject to the same commercial considerations when a decision is made as to whether or not a product should be listed. These considerations include price, packaging, market support, consumer demand, market segment performance as well as product quality;

— all general list products are now subject to quotas. Historically, domestic products were exempt from this market performance review;

— a decision to decline a listing offering may now be appealed. Delisting decisions have appealable for many years.

In addition to the above, British Columbia wineries are no longer eligible for a series of automatic listings.

INDUSTRY CHANGES

This past year saw a number of corporate mergers and takeovers in the beverage alcohol industry, a trend often referred to as globalization. This has meant fewer overall suppliers and more consolidated marketing approaches. Some branch rationalization is starting to occur. Thus far, production selection for our customers has not been significantly affected.

The branch obtains virtually all of its import products through local representatives of suppliers and import agents. There has been some growth in the number of these agents from 115 as of March 31, 1988 to 134 at the end of this fiscal year. This growth, which should continue, has been primarily in the area of small independent agents.

PRODUCT PORTFOLIO

(as at March 31, 1989)

The product portfolio has grown by just under 200 products in the last year with this growth being evenly divided between the specialty and general portfolios. With consumer demand for a wider range of products, some growth in the portfolio can be expected in the upcoming year.

	1987/88	1988/89	% CHANGE
Specialty Listings	1333	1434	+ 10.8
General Listings:			
Spirits/Liqueurs	456	439	
Wines	779	851	
Coolers/Ciders	70	103	
Beer	114	122	
Total General Listings	1419	1515	+ 10.6
Total Portfolio	2752	2949	+ 10.7

SPECIAL EVENTS

Kiwanis Wine Festival

Vancouver Wine Festival

Okanagan Wine Festival

Victoria Festival of Wines

MERCHANDISING

The IMAGE program provides and controls display access to the stores by all suppliers of beverage alcohol. The purpose of the program is to provide an interesting and colourful shopping environment; to be responsive to customers in the choice of display material with newness being a major criteria for acceptance of displays by the branch; to be fair to suppliers by providing them with an excellent opportunity to compete with each other in the stores; and encourage moderation in the consumption of beverage alcohol products through the Responsibility program.

Applications for participation in this program averaged about 80 per month while opportunities available numbered about 28.

The TASTE program provides and controls supplier access to Liquor Distribution Branch stores for the purpose of sampling beverage alcohol products to the consuming public.

In 1988/89, an average of 20 stores were involved with tastings every weekend.

SPECIAL EVENTS

The Liquor Distribution Branch participates in special events such as wine festivals because it believes such educational activities result in consumers who are more discriminating and responsible. Involvement by the branch may be limited to information or special order desks but in appropriate events may include a temporary store carrying all the wines being tasted. These wines are often unlisted new items which have never before been made available to British Columbians. Such exposures to the public may result in the best products being considered for listings by the branch at the end of the event.

The branch criteria for participation in special events includes consideration of the sponsoring body: the organization must be a responsible charitable or community group who will be using the funds raised for a worthwhile purpose.

The branch's concern for the way in which its products are consumed is illustrated in a responsibility program consisting of cautionary messages on perimeter signage and co-operation with suppliers to provide taxi service home for patrons who require it.

Some of the events in which the branch participates on an annual basis are the Vancouver Wine Festival, The Victoria Festival of Wines, The Okanagan Wine Festival, the P.N.E. British Columbia Wine Festival and the Kiwanis Wine Festival.

CUSTOMER SERVICE

The branch placed special emphasis on all aspects of customer service this fiscal year. The full uniform program for regular store personnel is now operative and dress regulations are now in place.

Product Knowledge courses at the branch graduated more staff than in any previous year. There were 216 graduates from the basic course and 76 graduates from the advanced course.

The number of graduates in the store system now total 1,636 for the basic course and 336 for the advanced course. All graduates wear a bottle symbol badge attached to their customer service badge, or, in the case of management personnel, in their jacket lapel. Customer Service programs will continue to expand in the 1989-90 fiscal year.

Are your child's drinks on the house?
TDV
TRY
TDV
The Responsibility is Yours
TRY
Most alcohol problems start out as minor ones.
TDV
TRY
Liquor Store
Your baby can't say it, but you can.
TDV
TRY

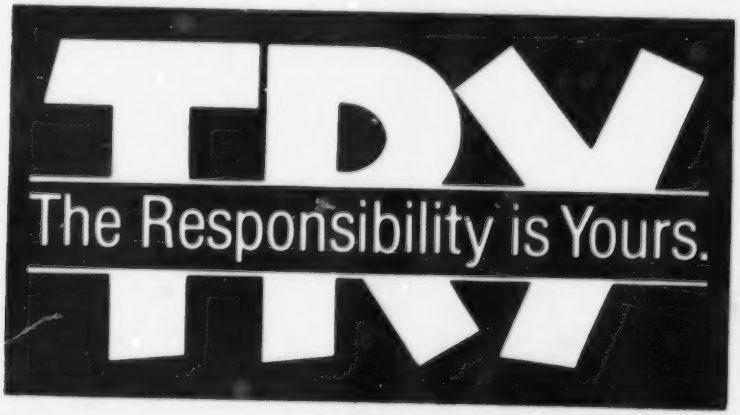
COMMUNICATIONS

The branch produces a range of publications available to customers, members of the beverage alcohol industry, the media and employees.

The Guide is a free, digest-sized magazine produced by the branch and is available only in B.C. liquor stores as a service to our customers. The Guide contains beverage alcohol related articles, supplier advertising, responsibility messages, general information, as well as a complete listing of products available at B.C. liquor stores. The Guide was published six times during the year with a per issue circulation of 65,000 - 75,000 copies.

Also available from the branch is the Quarterly Market Review, which details B.C. market trends in liquor sales by product category. Special event store price lists, The Wine Press newsletter, and Store Location Guides are also available. The employees' newsletter, The Grapevine, is produced on a regular basis as a communications vehicle for all employees.

The Merchandising and Communications Department is the primary response area for media and general enquiries about the branch. Customer enquiries which involve branch policy or operational issues are answered.



THE TRY PROGRAM

In late 1988, the government launched a new drive to fight alcohol and drug abuse keyed to communities throughout the province. The program was symbolized by the acronym and logo TRY-The Responsibility is Yours.

The Liquor Distribution Branch's participation in the program was the greatest involvement in any awareness program by the branch in its history.

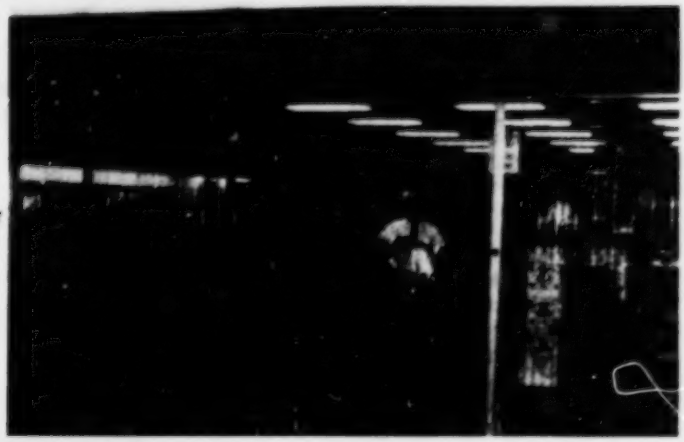
Phase One consisted of the installation of a series of eight 24" × 30" double-sided danglers in each liquor store during February and March 1989.

This part of the over-all government program was designed with input from the branch with each dangler illustrating a different problem related to the abuse of alcohol.

Phase Two, subsequent to the fiscal year, would portray TRY messages on liquor bags.

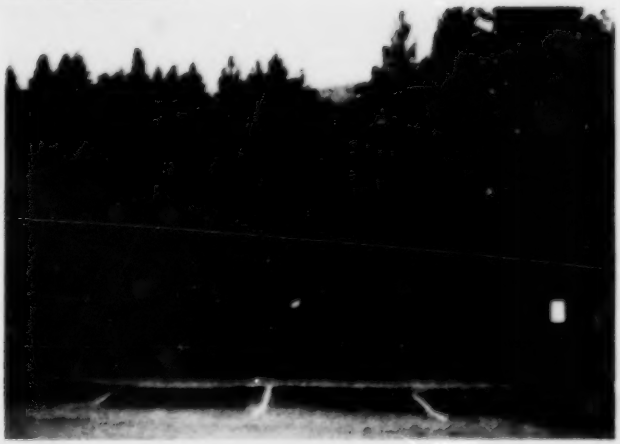
NEW REPLACEMENT STORES

Powell River



Nanaimo Country Club Mall

Pemberton



STATISTICAL REVIEW

— 1988/89 Volume Consumption by Category

— 1988/89 Absolute Alcohol Consumption by Category

— 1988/89 Retail Sales by Category

— 1988/89 Gross Profit by Category

— 1988/89 Spirits by Origin

— 1988/89 Wine by Origin

— Historical Volume Sales by Category

— Historical Retail Sales by Category

— Sales by Category - Counter and Licensee

— Provincial Retail Dollar Sales by Source

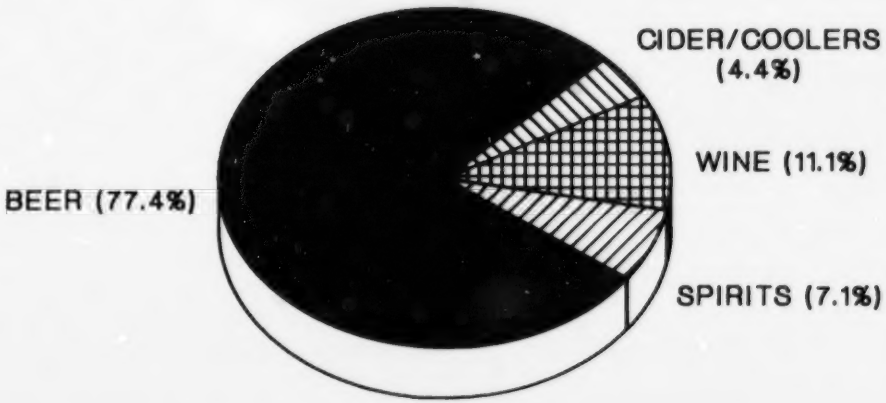
— 1988/89 Application of Liquor Distribution Branch Revenues

— Retail Price Breakdown

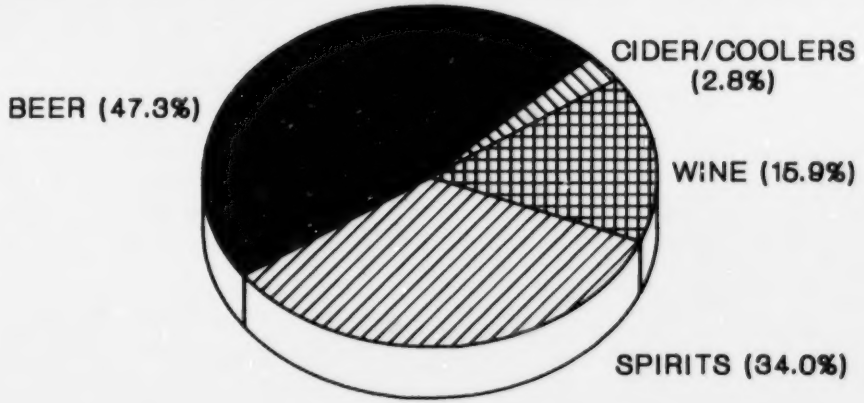
— Personnel Recruiting Activity

1988/89

VOLUME CONSUMPTION
TOTAL = 301.6 MILLION LITRES



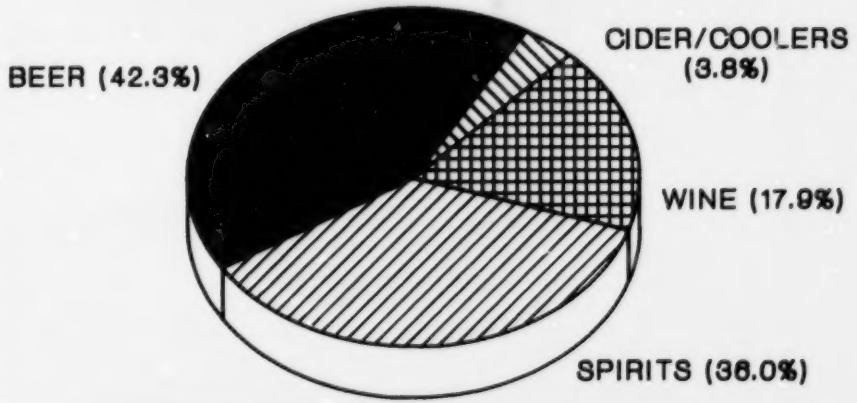
ABSOLUTE ALCOHOL CONSUMPTION
TOTAL = 24.3 MILLION LITRES



1988/89

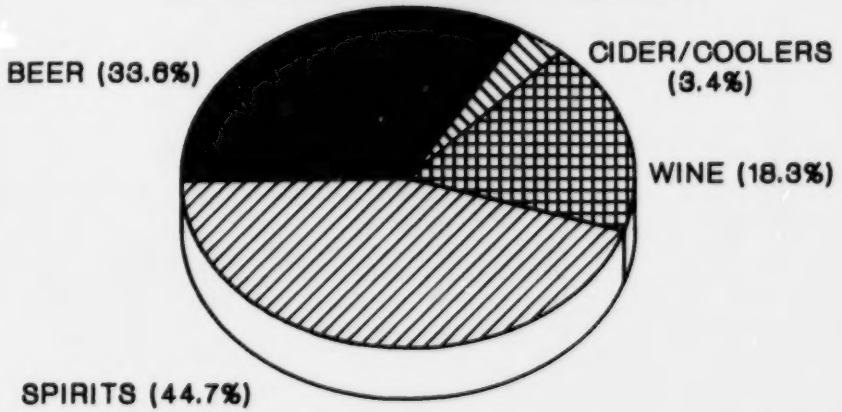
RETAIL SALES

TOTAL = $1,233.5 MILLION

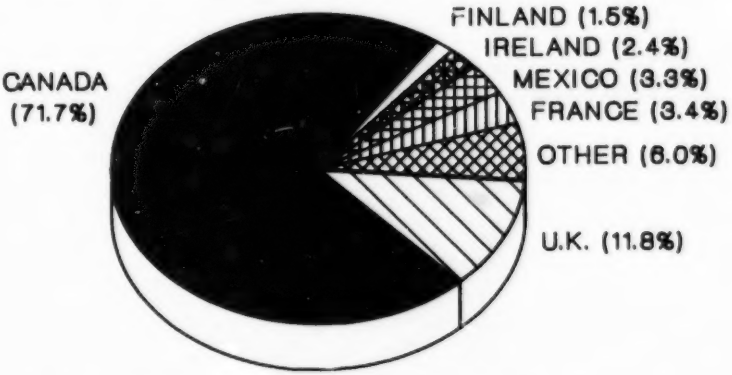


GROSS PROFIT

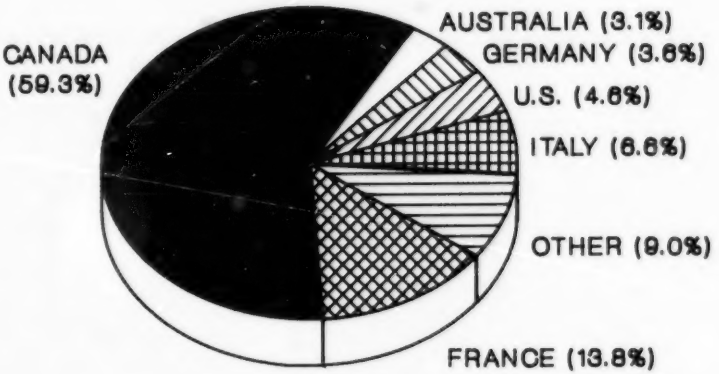
TOTAL = $541.8 MILLION



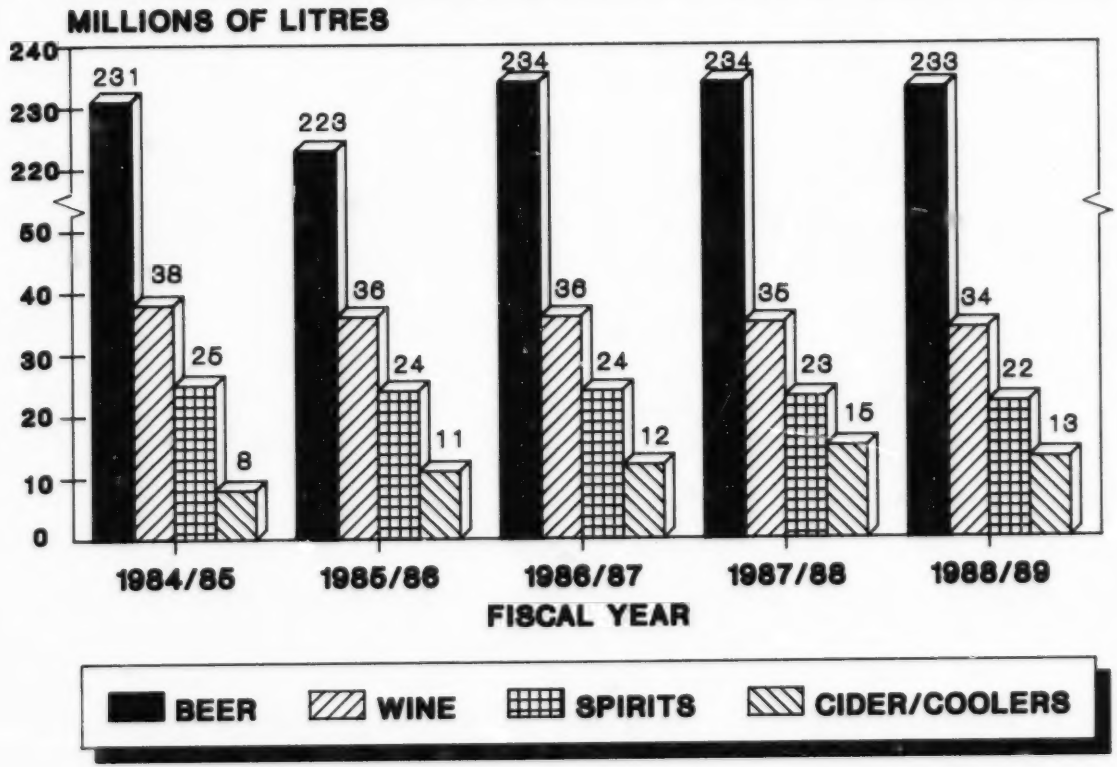
SPIRITS BY ORIGIN



WINE BY ORIGIN



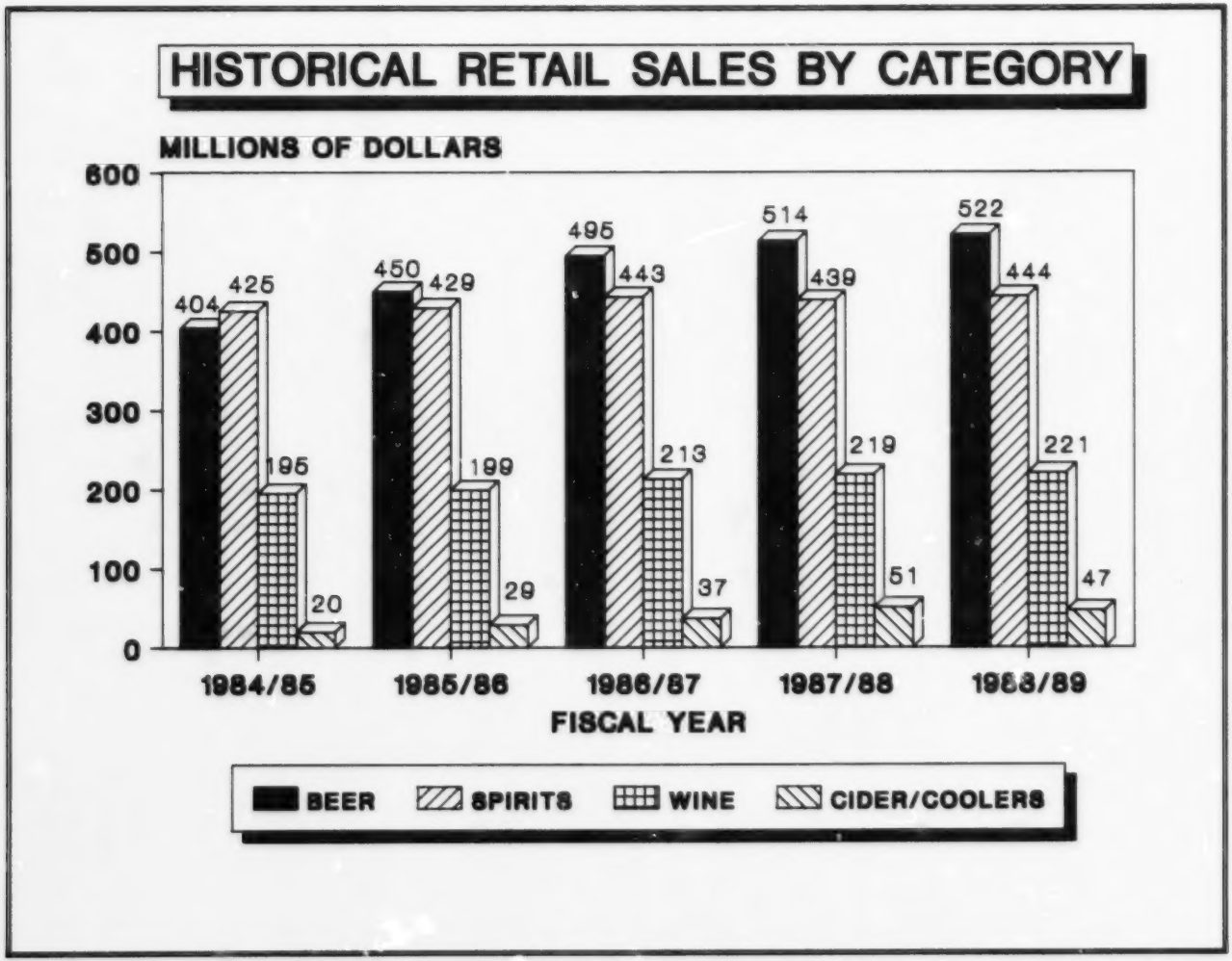
HISTORICAL VOLUME SALES BY CATEGORY



HISTORICAL VOLUME SALES BY CATEGORY

(thousands of litres)

	1984/85	% CHANGE	1985/86	% CHANGE	1986/87	% CHANGE	1987/88	% CHANGE	1988/89
SPIRITS									
Domestic	18,607	-4.8%	17,706	-0.5%	17,615	-5.2%	16,706	-6.3%	15,660
Imported	5,924	1.7%	6,025	0.6%	6,062	-2.8%	5,891	-0.6%	5,857
TOTAL SPIRITS	24,532	-3.3%	23,731	-0.2%	23,676	-4.6%	22,597	-4.8%	21,517
WINE									
Domestic	22,397	-4.2%	21,455	2.2%	21,935	-4.6%	20,928	-5.8%	19,717
Imported	15,600	-3.6%	15,040	-6.9%	14,001	-3.1%	13,567	2.0%	13,836
TOTAL WINE	37,998	-4.0%	36,495	-1.5%	35,937	-4.0%	34,495	-2.7%	33,552
BEER									
Domestic	221,458	-3.2%	214,411	4.0%	222,900	-0.7%	221,370	-1.8%	217,430
Imported	9,806	-10.4%	8,783	21.3%	10,649	14.3%	12,168	29.4%	15,739
TOTAL BEER	231,264	-3.5%	223,194	4.6%	233,549	-0.0%	233,538	-0.2%	233,169
CIDER	6,807	0.4%	6,837	4.3%	7,133	16.6%	8,315	-25.1%	6,228
COOLERS	1,453	170.8%	3,935	25.2%	4,928	43.4%	7,066	0.8%	7,119
TOTAL VOLUME	302,054	-2.6%	294,191	3.7%	305,222	0.3%	306,010	-1.4%	301,585
TOTAL ABSOLUTE ALCOHOL	25,835	-3.4%	24,958	1.9%	25,420	-1.6%	25,002	-2.7%	24,327


HISTORICAL RETAIL SALES BY CATEGORY
MILLIONS OF DOLLARS
600
500
400
300
200
100
0
404
425
195
20
450
429
199
29
495
443
213
37
514
439
219
51
522
444
221
47
1984/85
1985/86
1986/87
1987/88
1988/89
FISCAL YEAR
BEER
SPIRITS
WINE
CIDER/COOLERS

HISTORICAL RETAIL SALES BY CATEGORY

(thousands of dollars)

	1984/85 $	% CHANGE	1985/86 $	% CHANGE	1986/87 $	% CHANGE	1987/88 $	% CHANGE	1988/89 $
SPIRITS									
Domestic	306,865	-1.0%	303,826	2.9%	312,668	-1.6%	307,559	-0.6%	305,646
Imported	118,631	5.2%	124,767	4.4%	130,241	1.2%	131,763	4.6%	137,863
TOTAL SPIRITS	425,496	0.7%	428,593	3.3%	442,909	-0.8%	439,322	1.0%	443,508
WINES									
Domestic (1)	91,578	-2.2%	89,542	7.9%	96,659	5.1%	101,588	-1.4%	100,207
Imported	103,349	5.5%	109,063	6.4%	115,999	0.9%	117,086	3.2%	120,786
TOTAL WINES	194,927	1.9%	198,604	7.1%	212,659	2.8%	218,674	1.1%	220,993
BEER									
Domestic	381,417	12.2%	427,958	9.1%	466,963	3.3%	482,200	0.1%	482,816
Imported	22,871	-1.6%	22,513	26.5%	28,471	12.5%	32,028	21.9%	39,046
TOTAL BEER	404,288	11.4%	450,472	10.0%	495,434	3.8%	514,228	1.5%	521,862
CIDER	15,942	11.8%	17,824	15.4%	20,568	26.3%	25,975	-21.7%	20,349
COOLERS	3,594	222.2%	11,580	38.5%	16,038	53.2%	24,572	9.1%	26,811
TOTAL SALES	1,044,247	6.0%	1,107,073	7.3%	1,187,607	3.0%	1,222,771	0.9%	1,233,524

Note: Figures exclude Provincial Sales Tax.

(1) Excludes estate wine sales not made through L.D.B. stores.

Cranbrook

SALES BY CATEGORY - COUNTER AND LICENSEE

For the Year Ended March 31, 1989

DOLLARS

	1988/89			1987/88
	Counter	Licensee	Total	Total
SPIRITS				
Canadian	257,593,236	48,052,607	305,645,843	307,559,137
Imported	109,353,353	28,509,273	137,862,626	131,763,178
	366,946,589	76,561,880	443,508,469	439,322,315
WINES				
British Columbia	89,032,665	10,241,683	99,274,348	100,530,043
Other Canadian	842,105	90,326	932,431	1,058,100
	89,874,770	10,332,009	100,206,779	101,588,143
Imported	83,593,014	37,193,323	120,786,337	117,085,486
	173,467,784	47,525,332	220,993,116	218,673,629
MALT LIQUOR				
Canadian	295,981,585	186,834,100	482,815,685	482,199,978
Imported	29,332,054	9,714,162	39,046,216	32,028,311
	325,313,639	196,548,262	521,861,901	514,228,289
CIDER				
Canadian	14,234,067	6,095,00[illegible]	20,329,074	25,938,331
Imported	18,441	1,838	20,279	36,768
	14,252,508	6,096,845	20,349,353	25,975,099
COOLERS				
Canadian	20,416,905	5,542,615	25,959,520	24,201,426
Imported	809,415	42,473	851,888	370,286
	21,226,320	5,585,088	26,811,408	24,571,712
TOTAL LIQUOR SALES	901,206,840	332,317,407	1,233,524,247	1,222,771,044
Non-Alcoholic	582,817	—	582,817	582,589
TOTAL LDB SALES	901,789,657	332,317,407	1,234,107,064	1,223,353,633

VOLUME BY CATEGORY - COUNTER AND LICENSEE

For the Year Ended March 31, 1989

LITRES

	1988/89			1987/88
	Counter	Licensee	Total	Total
SPIRITS				
Canadian	13,147,891	2,512,174	15,660,065	16,706,168
Imported	4,720,149	1,136,474	5,856,623	5,890,538
	17,868,040	3,648,648	21,516,688	22,596,706
WINES				
British Columbia	17,528,503	2,075,574	19,604,077	20,800,519
Other Canadian	104,301	8,324	112,625	127,003
	17,632,804	2,083,898	19,716,702	20,927,522
Imported	9,762,752	4,072,864	13,835,616	13,567,353
	27,395,556	6,156,762	33,552,318	34,494,875
MALT LIQUOR				
Canadian	123,811,626	93,618,377	217,430,003	221,369,868
Imported	12,969,833	2,769,477	15,739,310	12,167,787
	136,781,459	96,387,854	233,169,313	233,537,655
CIDER				
Canadian	4,372,942	1,852,669	6,225,611	8,310,252
Imported	1,847	236	2,083	5,071
	4,374,789	1,852,905	6,227,694	8,315,323
COOLERS				
Canadian	5,505,826	1,372,854	6,878,680	6,964,670
Imported	228,721	11,986	240,707	101,099
	5,734,547	1,384,840	7,119,387	7,065,769
TOTAL LDB VOLUME	192,154,391	109,431,009	301,585,400	306,010,328

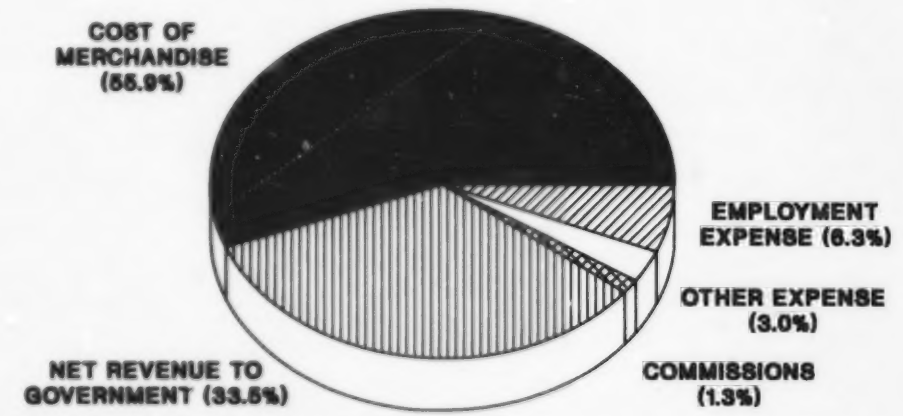
PROVINCIAL RETAIL DOLLAR SALES BY SOURCE

	1986/87	1987/88	1988/89
COUNTER SALES			
Liquor Distribution Branch Stores	66.0%	62.9%	61.1%
Licensee Retail Stores	2.2%	6.8%	9.4%
Rural Agency Stores	1.7%	2.1%	2.3%
Industry Agency Stores	0.5%	0.6%	0.6%
TOTAL COUNTER SALES	70.5%	72.4%	73.4%
LICENSEE SALES	29.5%	27.5%	26.6%
TOTAL SALES	100.0%	100.0%	100.0%

Note: — Figures are percentages of total provincial retail dollar sales excluding provincial sales tax. Individual figures may not add to totals due to rounding.

— The licensee figure refers to sales to licensees and not licensee sales to the public.

APPLICATION OF LIQUOR DISTRIBUTION BRANCH REVENUES FISCAL YEAR 1988/89



Note: Based on total LDB sales of $1,234.1 million and other income of $4.6 million. Cost of merchandise includes wholesale cost, agents' domestic charges, federal duties and federal taxes. Other expenses include store costs, freight and supplies.

RETAIL PRICE BREAKDOWN

Examples as at March 31, 1989

B.C. Table Wine
750 ml bottle

Prime Cost to LDB	2.02
Federal Excise/Duty	.34
Federal Sales Tax	.42
Sub-Total	2.78
LDB Markup	1.72
Provincial Sales Tax	.45
Total Cost to Consumer	**4.95**

Imported Table Wine
750 ml bottle

Prime Cost to LDB	3.02
Federal Excise/Duty	.56
Federal Sales Tax	.37
Sub-Total	3.95
LDB Markup	4.55
Provincial Sales Tax	.85
Total Cost to Consumer	**9.35**

Domestic Spirits
750 ml bottle

Prime Cost to LDB	3.19
Federal Excise/Duty	3.22
Federal Sales Tax	1.15
Sub-Total	7.56
LDB Markup	8.89
Provincial Sales Tax	1.65
Total Cost to Consumer	**18.10**

Imported Spirits
750 ml bottle

Prime Cost to LDB	3.82
Federal Excise/Duty	3.24
Federal Sales Tax	1.09
Sub-Total	8.15
LDB Markup	9.99
Provincial Sales Tax	1.81
Total Cost to Consumer	**19.95**

Regular Bottled Domestic Beer
(Case of 12 × 341 ml)

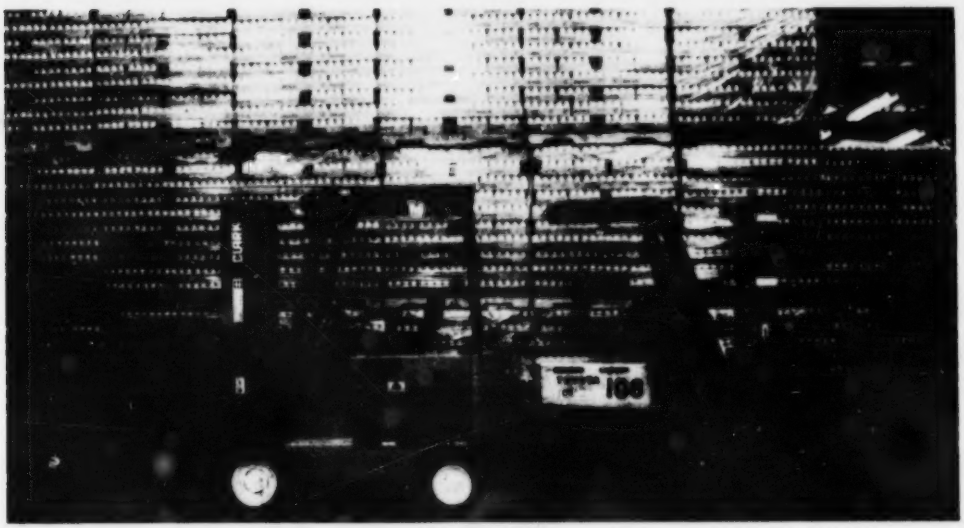
Prime Cost to LDB	5.08
Federal Excise/Duty	.79
Federal Sales Tax	1.06
Sub-Total	6.93
LDB Markup	3.84
Provincial Sales Tax	1.08
Total Cost to Consumer	**11.85**

Bottled Imported Beer
(Case of 6 × 355 ml)

Prime Cost to LDB	3.06
Federal Excise/Duty	.48
Federal Sales Tax	.48
Sub-Total	4.02
LDB Markup	3.57
Provincial Sales Tax	.76
Total Cost to Consumer	**8.35**

PERSONNEL RECRUITMENT ACTIVITY

	1988/89	1987/88
Number of positions posted	118	135
Number of positions filled	87	133
Auxiliaries and statutory terms hired:		
Administration	46	44
Stores	1007	800
Distribution	30	46
Total	1083	890
Resignations (Auxiliaries and Regulars)	409	393
Retirements	57	98
Total number of L.D.B. employees as at		
March 31: Regular	1671	1667
Auxiliary	1566	1549
Total	3237	3216



Broadway Warehouse

FINANCIAL STATEMENTS

— BALANCE SHEET

— AUDIT STATEMENT

— STATEMENT OF INCOME

— STATEMENT OF CHANGES IN FINANCIAL POSITION

— STATEMENT OF CHANGES IN PROVINCE OF BRITISH COLUMBIA ADVANCE

— NOTES TO FINANCIAL STATEMENTS

— SCHEDULE 1: OPERATING EXPENSES

BALANCE SHEET AS AT MARCH 31, 1989

ASSETS

	1988/89 $	1987/88 $
CURRENT ASSETS		
Cash	3,937,957	6,658,375
Accounts receivable	2,974,743	2,473,111
Inventories	58,008,311	58,985,578
	64,921,011	68,117,064
FIXED ASSETS, at cost (note 3)	39,630,778	38,452,907
Less accumulated depreciation	31,189,710	28,970,397
	8,441,068	9,482,510
	73,362,079	77,599,574

LIABILITIES

CURRENT LIABILITIES		
Accounts payable and accrued liabilities	58,963,023	51,952,570
PROVINCE OF BRITISH COLUMBIA		
Advance	14,399,056	25,647,004
	73,362,079	77,599,574

Commitments and Contingencies (notes 5 & 6)

The accompanying notes and Schedule 1 are an integral part of these financial statements.

Approved By:

General Manager

Director of Finance

AUDIT

The financial transactions of the branch, after adjustments for differences in accounting policies from those of the Government, are included in the Combined Financial Statements of the Government of the Province of British Columbia. Although an auditor's opinion has not been expressed on these financial statements, the accounts of the branch have been examined by the Auditor General as part of the audit of the Government's Combined Financial Statements.

STATEMENT OF INCOME FOR THE YEAR ENDED MARCH 31, 1989

	1988/89 $	1987/88 $
SALES (note 4)	1,234,107,064	1,223,353,633
COST OF MERCHANDISE SOLD	692,321,887	675,760,213
	541,785,177	547,593,420
OPERATING EXPENSES (Schedule 1)	131,149,650	128,147,675
	410,635,527	419,445,745
OTHER INCOME	4,578,468	3,850,519
NET INCOME	415,213,995	423,296,264

STATEMENT OF CHANGES IN PROVINCE OF BRITISH COLUMBIA ADVANCE FOR THE YEAR ENDED MARCH 31, 1989

	1988/89 $	1987/88 $
Balance at beginning of year	25,647,004	28,238,314
Net Income	415,213,995	423,296,264
Cash payments to Provincial Treasury	(426,461,943)	(425,887,574)
BALANCE AT END OF YEAR	14,399,056	25,647,004

STATEMENT OF CHANGES IN FINANCIAL POSITION
FOR THE YEAR ENDED MARCH 31, 1989

	1988/89 $	1987/88 $
CASH PROVIDED BY OPERATIONS		
Net Income	415,213,995	423,296,264
Amounts charged against income not requiring an outlay of cash:		
Depreciation	2,797,709	2,989,293
Gain on disposal of fixed assets	(151,693)	(228,273)
Decrease (Increase) in accounts receivable	(501,632)	138,640
Decrease (Increase) in inventory	977,267	(6,253,218)
Increase in accounts payable	7,010,453	7,372,252
	425,346,099	427,294,958
CASH PAYMENTS TO PROVINCIAL TREASURY	(426,461,943)	(425,887,574)
	(1,115,844)	1,407,384
CASH USED FOR INVESTMENT IN FIXED ASSETS		
Acquisition of fixed assets	(1,756,267)	(1,243,417)
Proceeds on disposal	151,693	246,056
	(1,604,574)	(997,361)
INCREASE (DECREASE) IN CASH	(2,720,418)	410,023
CASH AT BEGINNING OF YEAR	6,658,375	6,248,352
CASH AT END OF YEAR	3,937,957	6,658,375

NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 1989

1. STATUS OF THE BRANCH

The Liquor Distribution Branch obtains its authority for operation from the Liquor Distribution Act which was administered by the Ministry of Labour and Consumer Services. As stated in Section 2 of this Act, the branch has the sole right to purchase both in and out of the province liquor for resale and reuse in the province in accordance with the provisions of the Importation of Intoxicating Liquors Act (Canada).

2. SIGNIFICANT ACCOUNTING POLICIES

As prescribed by Section 18 of the Liquor Distribution Act, the financial statements of the branch are prepared in accordance with generally accepted accounting principles.

The financial transactions of the branch, after adjustments for differences in accounting policies from those of the government, are included in the Combined Financial Statements of the Government of the Province of British Columbia.

Significant accounting policies followed in the preparation of these financial statements are:

a) Inventories are valued at the latest landed cost which is equal to or less than the net realizable value.

b) Fixed assets are depreciated on a straight line basis as follows:

Buildings	- 7 1/2% per annum
Leasehold Improvements	- a minimum of 10% per annum or a rate sufficient to write off the cost over the remaining life of the respective lease.
Furniture, Fixtures, Vehicles & Equipment	- 25% per annum.

3. FIXED ASSETS

	1988/89		1987/88	
	Cost $	Accumulated Depreciation $	Cost $	Accumulated Depreciation $
Land	1,121,657	—	1,121,657	—
Buildings	11,376,424	8,360,158	11,208,643	7,759,281
Leasehold Improvements	4,640,248	3,848,566	4,640,248	3,536,657
Furniture, Fixtures, Vehicles & Equipment	22,492,449	18,980,986	21,482,359	17,674,459
	39,630,778	31,189,710	38,452,907	28,970,397
NET BOOK VALUE	8,441,068		9,482,510	

NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 1989

4. SALES

The branch is responsible for sales of liquor in the province. The majority of liquor is sold by the branch itself; however, the branch has authorized manufacturers in certain situations to sell directly to licensees and consumers. Total sales of liquor are as follows:

	1988/89	1987/88
	$	$
Total branch sales	1,234,107,064	1,223,353,633
Less non-alcoholic products	582,817	582,589
	1,233,524,247	1,222,771,044
Other authorized sales not included in these financial statements:		
Brew pubs	237,470	266,948
Estate wineries	3,183,000	2,462,194
	3,420,470	2,729,142
TOTAL SALES OF LIQUOR IN THE PROVINCE	1,236,944,717	1,225,500,186

Since the fall of 1977, the branch has authorized the brewers' agent to sell directly to licensees, licensee retail stores and agency stores. This arrangement ceased on January 31, 1989 and the sales through the brewers' agent are now processed as branch sales. These sales for the first ten months of this year and all of last year have been reclassified and the margin on these sales previously reported as Provincial Malt Levy has been reclassified accordingly. The branch has also authorized brew pubs to manufacture and sell directly to the public. The margin on these sales was previously reported as Provincial Malt Levy and has now been reclassified as other income.

The branch has agreements with estate wineries which allow them to sell directly to the public, licensed establishments and licensee retail stores. Proceeds from the estate winery on-site sales accrue solely to the estate operator. Up to November 30, 1988, the branch received 5% of retail value of off-site estate winery agency store sales which is included in other income. After November 30, 1988, the estate operator retained the total proceeds of all sales.

Total sales of liquor in the province do not include subsequent resale by licensed establishments, licensee retail stores and agency stores.

5. COMMITMENTS

a) Federal Taxes
The branch maintains inventory in its bonded warehouse for which federal taxes have neither been paid nor recorded in these financial statements. As at March 31, 1989, the future liability for these taxes approximates $6,000,000. These taxes are payable when inventory is shipped from the bonded warehouse.

b) Lease Premises
Total commitments as at March 31,1989 for lease of premises are as follows:

	$
Year ended March 31, 1990	9,530,000
1991	8,343,000
1992	7,034,000
1993	6,010,000
1994	4,949,000
Subsequent years	14,749,000
TOTAL	50,615,000

NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 1989

6. CONTINGENCIES

Agents' Stocking Program

The branch has authorized suppliers' agents to import and warehouse liquor for subsequent resale to the branch. Under this arrangement, the branch has a contractual obligation to purchase all inventories held by the agent should he opt out of the program. As at March 31, 1989, the value of agents' inventories totals approximately $23,000,000 and the future liability for federal taxes thereon is $12,000,000.

Employee Sick Bank

Prior to January, 1978, eligible employees accrued 1.25 days per month towards an employee sick bank. The accumulated unused banked hours are paid at 50% only on retirement. The sick bank liability as at March 31, 1989 is approximately $2,000,000.

7. SUPERANNUATION FUND

The Liquor Distribution Branch is an approved employer under the Pension (Public Service) Act. Eligible employees of the branch contribute to the Public Service Superannuation Fund at a rate of 4.25% of pensionable salary up to the year's maximum pensionable earnings as defined in the Canada Pension Plan and at a rate of 5.75% of pensionable salary in excess of the year's maximum pensionable earnings. An additional 1.25% of pensionable salary is deducted and used to finance the payment of inflation adjustment supplements. In addition to matching the employees' contributions, the branch contributes an additional 2.5% of pensionable salary for basic pension benefits.

An actuarial evaluation of the Public Service Superannuation Fund was made at March 31, 1987. Details of the unfunded liability are described in the Public Service Superannuation Fund financial statements included in the Public Accounts. The portion of the unfunded liability attributable to the Liquor Distribution Branch was not determined by the actuary.

8. COMPARATIVE FIGURES

Certain comparative figures for the previous year have been reclassified to conform with the March 31, 1989 financial statement presentation.

Schedule 1

OPERATING EXPENSES FOR THE YEAR ENDED MARCH 31, 1989

	Warehouse	Retail Store	Administration	1988/89 Total	1987/88 Total
	$	$	$	$	$
Salaries and Wages	5,070,775	50,276,453	10,413,565	65,760,793	68,348,061
Superannuation	381,553	3,808,961	759,839	4,950,353	4,751,486
Unemployment Insurance	131,779	1,315,518	262,429	1,709,726	1,834,132
Dental and Extended Health	89,238	890,839	177,711	1,157,788	1,272,956
Canada Pension	88,050	878,985	175,347	1,142,382	1,070,398
Workers' Compensation Board	86,263	861,140	171,787	1,119,190	884,072
B.C. Medical	86,122	859,731	171,506	1,117,359	825,270
Long Term Disability	32,554	324,977	64,829	422,360	433,534
Group Insurance	18,100	180,685	36,046	234,831	237,235
Staff Benefits	3,439	9,117	168,899	181,455	59,763
Commissions	—	4,626,447	11,616,864	16,243,311	12,505,951
Rents	258,735	11,712,631	271,410	12,242,776	11,091,483
Data Processing	—	—	5,493,978	5,493,978	5,499,946
Freight to Stores	—	3,513,653	—	3,513,653	3,555,489
Depreciation	491,689	1,282,662	1,023,358	2,797,709	2,969,293
Sundries	127,841	850,375	1,083,214	2,061,430	1,588,461
Repairs and Maintenance	97,079	1,011,268	806,942	1,915,289	1,821,881
Light, Water and Fuel	99,581	1,430,665	397,867	1,928,113	1,873,086
Printing, Stationery and Postage	10,590	66,905	1,441,495	1,518,990	1,626,768
Store Wrapping Supplies	—	1,280,972	—	1,280,972	1,185,410
Janitorial and Scavenging	27,776	847,149	260,759	1,135,684	1,083,767
Travelling	20,908	200,827	810,177	1,031,912	1,145,558
Telephone and Telegraph	13,663	194,018	706,086	913,767	984,589
Armoured Car Service	—	—	510,978	510,978	689,236
Property Charges	407,200	93,780	—	500,980	444,392
Warehouse Equipment Costs	257,814	—	—	257,814	358,715
Bank Charges	—	—	6,057	6,057	6,743
	7,800,749	86,517,758	36,631,143	131,149,650	128,147,675

SALES BY STORE

1988/89 Store Sales In Dollars, Litres,

and Product Mix by Economic Development

Region.

BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH STORE SALES BY ECONOMIC DEVELOPMENT REGION
For the Year ended March 31, 1989

STORE NUMBER	STORE NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	COOLERS WINE & CIDER %	COOLERS %	BEER %
VANCOUVER ISLAND/COAST							
225	ALERT BAY	$487,927	81,144	15.8%	14.3%	13.4%	56.5%
171	BELLA BELLA	$783,636	137,944	16.5%	4.0%	8.5%	70.9%
232	BELLA COOLA	$984,655	192,582	12.6%	8.5%	9.2%	69.6%
5	CAMPBELL RIVER	$11,864,562	2,154,102	13.2%	14.1%	7.9%	64.8%
206	CHEMAINUS	$1,815,168	365,782	12.1%	13.1%	7.7%	67.0%
235	COMOX	$3,123,399	577,138	12.7%	20.5%	6.8%	60.0%
10	COURTENAY	$8,927,981	1,735,466	11.8%	15.9%	7.4%	64.9%
8	CUMBERLAND	$727,595	187,929	7.5%	7.6%	4.4%	80.5%
12	DUNCAN	$8,986,321	1,766,766	11.8%	14.9%	6.9%	66.4%
134	GABRIOLA ISLAND	$753,429	148,265	10.9%	19.3%	5.9%	64.0%
204	GANGES	$3,019,620	495,733	14.7%	22.3%	5.6%	57.4%
55	GOLD RIVER	$1,007,321	253,284	7.5%	5.9%	3.7%	82.9%
24	LADYSMITH	$2,109,163	417,849	12.9%	11.6%	5.2%	70.4%
67	LAKE COWICHAN	$1,606,274	386,222	9.0%	6.9%	5.8%	78.2%
173	MILL BAY	$2,236,531	409,267	13.1%	17.8%	6.1%	62.9%
	NANAIMO						
33	- Harbour Park	$4,381,252	661,274	18.8%	17.7%	9.7%	53.8%
159	- Country Club	$2,309,542	381,248	16.5%	17.4%	5.1%	61.0%
243	- Terminal Park	$11,122,775	1,790,943	16.3%	20.0%	7.0%	56.7%
	PARKSVILLE						
42	- Parksville	$3,947,491	737,551	12.7%	17.3%	7.2%	62.9%
157	- Parksville North	$2,484,010	433,049	13.9%	21.2%	5.8%	59.2%
155	PENDER ISLAND	$683,571	117,912	13.6%	21.9%	7.0%	57.5%
	PORT ALBERNI						
40	- Port Alberni	$4,027,218	794,378	12.4%	12.4%	5.3%	69.9%
104	- Northport	$3,868,626	798,120	11.3%	12.3%	6.0%	70.4%
128	PORT ALICE	$467,588	90,976	11.9%	9.7%	6.4%	71.9%
	PORT HARDY						
168	- Market Street	$611,535	122,872	11.3%	14.1%	2.5%	72.1%
236	- Port Hardy	$2,183,890	389,723	13.4%	13.9%	9.8%	62.9%
115	PORT MCNEILL	$2,093,827	389,683	13.3%	10.8%	8.2%	67.6%
41	POWELL RIVER	$5,914,620	1,090,412	13.0%	16.6%	7.7%	62.7%
34	QUALICUM	$3,161,293	528,258	15.0%	21.6%	6.2%	57.1%
50	SIDNEY	$7,679,013	1,244,145	14.8%	25.7%	5.8%	53.7%
229	SOOKE	$2,201,806	455,408	10.9%	12.0%	6.7%	70.3%
56	TAHSIS	$424,605	76,673	13.9%	9.5%	10.5%	66.1%
118	TOFINO	$1,126,581	227,403	9.7%	13.0%	6.1%	71.2%
216	UCLUELET	$1,178,808	234,572	11.3%	12.1%	7.1%	69.5%
	VICTORIA (GREATER)						
59	- Trafalgar Square	$3,871,443	914,162	8.0%	14.7%	3.9%	73.5%
61	- Windsor Court Mall	$4,114,816	660,496	14.5%	24.5%	4.8%	56.2%
68	- Esquimalt	$3,189,629	617,906	12.6%	15.6%	4.6%	67.2%
124	- Gorge & Tillicum	$8,725,639	1,800,925	10.8%	14.6%	5.6%	69.0%
125	- Langford	$4,690,161	1,004,569	10.5%	12.7%	5.8%	71.0%
140	- Cedar Hill	$5,607,517	956,488	13.6%	24.7%	5.7%	56.1%
150	- James Bay	$3,185,252	539,811	13.8%	25.0%	4.2%	56.9%

BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH STORE SALES BY ECONOMIC DEVELOPMENT REGION
For the Year ended March 31, 1989

STORE NUMBER	STORE NAME	SALES		LITRE PRODUCT MIX			
		RETAIL $	LITRES	SPIRITS %	COOLERS WINE & CIDER %		BEER %
161	Quadra & Hillside	$9,405,404	2,055,134	9.2%	13.5%	5.4%	71.9%
218	Fort Street	$13,007,227	1,997,602	13.1%	32.0%	4.8%	50.1%
219	Colwood	$3,509,153	767,171	11.7%	16.4%	6.6%	65.2%
231	Government Street Licensee	$12,940,896	2,406,866	11.0%	21.2%	8.1%	59.7%
242	Saanich	$9,626,829	1,822,649	11.2%	20.2%	6.0%	62.7%
MAINLAND/SOUTHWEST							
1	ABBOTSFORD	$5,793,871	1,085,924	12.1%	18.3%	6.6%	63.0%
64	AGASSIZ	$1,726,398	345,462	9.9%	16.7%	6.9%	66.5%
109	ALDERGROVE	$4,405,310	901,740	11.6%	12.3%	5.0%	71.1%
	BURNABY						
77	- Lougheed Plaza	$7,720,780	1,331,600	13.4%	21.2%	6.1%	59.3%
121	- Royal Oak & Rumble	$4,410,393	854,905	11.9%	16.4%	4.4%	67.3%
137	- Kensington	$4,428,436	816,723	12.4%	18.7%	4.6%	64.4%
203	- South Burnaby	$5,567,082	1,033,055	12.1%	19.5%	4.8%	63.6%
217	- North Burnaby	$9,835,415	1,932,262	10.7%	15.9%	5.2%	68.2%
220	- Middlegate Mall	$9,492,887	1,966,153	10.0%	14.3%	5.2%	70.5%
	CHILLIWACK						
7	- Chilliwack	$6,884,292	1,203,794	14.9%	16.6%	6.9%	61.6%
170	- Chilliwack Mall	$3,711,380	626,486	15.8%	17.4%	6.2%	60.5%
149	CLEARBROOK	$6,504,409	1,229,032	12.9%	14.2%	5.9%	67.1%
	COQUITLAM						
153	- Como Lake	$3,984,273	755,035	11.5%	18.4%	5.5%	64.6%
200	- Austin Road	$4,974,423	1,012,046	10.9%	15.7%	4.3%	69.1%
	DELTA						
145	- Scottsdale Mall	$5,830,147	972,025	15.2%	21.5%	5.7%	57.5%
241	- Kennedy Heights	$9,686,156	1,709,849	14.5%	15.7%	5.9%	64.0%
127	FORT LANGLEY	$1,905,848	355,913	12.1%	17.3%	5.5%	65.0%
80	GIBSONS	$3,188,355	585,548	13.2%	16.2%	5.3%	65.3%
71	HOPE	$2,630,284	527,462	12.2%	10.8%	5.8%	71.2%
25	LADNER	$4,485,854	784,100	13.7%	21.3%	6.0%	58.9%
	LANGLEY						
22	- Langley	$5,396,919	891,887	16.4%	18.5%	5.4%	59.8%
158	- Willowbrook	$8,277,665	1,409,685	14.2%	19.8%	6.5%	59.5%
23	LILLOOET	$1,512,738	296,937	12.0%	11.5%	5.4%	71.0%
93	MADEIRA PARK	$1,269,421	205,994	17.2%	16.1%	6.7%	59.9%
	MAPLE RIDGE						
65	- Haney	$6,173,773	1,070,936	14.6%	18.3%	6.1%	60.9%
164	- West Maple Ridge	$4,187,339	771,466	13.4%	15.8%	6.2%	64.6%
27	MISSION PLAZA	$5,157,862	1,051,043	11.4%	12.1%	6.8%	69.8%
	NEW WESTMINSTER						
31	- 10th Street	$8,479,694	1,581,120	12.3%	15.5%	5.8%	66.4%
97	- Royal Square	$4,228,767	766,679	13.7%	18.2%	4.1%	64.0%
	NORTH VANCOUVER						
30	- 2nd Street	$7,843,276	1,533,116	10.5%	18.0%	5.5%	65.9%
107	- Westview	$7,439,262	1,354,308	11.1%	21.6%	5.1%	62.2%
133	- Dollarton	$3,105,949	554,818	11.1%	25.6%	4.6%	58.7%

BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH STORE SALES BY ECONOMIC DEVELOPMENT REGION
For the Year ended March 31, 1989

STORE NUMBER	STORE NAME	SALES		LITRE PRODUCT MIX			
		RETAIL $	LITRES	SPIRITS %	COOLERS WINE & CIDER %		BEER %
152	Capilano Mall	$4,352,702	735,821	13.1%	26.1%	5.3%	55.5%
247	Lynn Valley	$8,791,655	1,682,502	10.3%	21.9%	5.2%	62.6%
101	PEMBERTON	$915,068	205,131	9.0%	10.9%	5.3%	74.8%
	PORT COQUITLAM						
11	Port Coquitlam	$3,818,378	708,726	13.1%	15.0%	6.5%	65.4%
89	Prairie Mall	$2,958,227	588,724	11.6%	14.9%	5.0%	68.5%
163	Westwood Mall	$6,927,417	1,207,068	13.6%	19.2%	6.8%	60.4%
165	PITT MEADOWS	$1,454,073	277,178	12.6%	15.0%	6.0%	66.4%
205	PORT MOODY	$3,191,455	594,996	12.0%	19.4%	5.2%	63.4%
	RICHMOND						
76	Brighouse	$11,713,538	2,068,072	11.9%	20.7%	5.8%	61.6%
120	Shellmont	$4,861,861	1,209,027	7.7%	11.5%	2.9%	77.9%
176	Blundell Centre	$6,081,786	1,072,232	12.4%	22.9%	4.9%	59.9%
244	Seafair	$6,642,292	1,168,292	13.0%	20.9%	6.0%	60.1%
230	SECHELT	$3,603,179	640,829	13.6%	18.5%	5.7%	62.2%
208	SQUAMISH	$3,190,412	615,319	12.4%	12.0%	5.4%	70.2%
	SURREY						
70	Cloverdale	$3,695,651	700,442	13.2%	15.5%	4.7%	66.7%
110	Ocean Park	$4,337,824	713,489	13.5%	27.4%	5.3%	53.9%
116	North Surrey	$5,819,029	1,036,446	15.1%	13.4%	5.6%	65.9%
122	Whalley	$6,068,050	1,064,777	14.5%	15.8%	5.6%	64.2%
172	Newton	$5,464,461	1,037,001	12.8%	14.8%	5.7%	66.7%
240	Guildford	$6,950,381	1,158,337	15.2%	20.4%	5.7%	58.7%
98	TSAWWASSEN	$5,077,109	804,667	14.1%	31.3%	4.4%	50.3%
	VANCOUVER						
38	Marpole	$11,530,640	3,912,499	3.6%	6.7%	1.5%	88.1%
53	Harbour Centre	$2,881,900	457,707	15.2%	23.4%	4.1%	57.3%
58	Hastings & Slocan	$8,581,845	1,981,704	7.8%	9.8%	3.6%	78.8%
87	Victoria Drive	$9,398,987	1,862,779	11.8%	10.8%	4.4%	73.1%
90	Jericho Village	$1,503,435	288,893	9.1%	23.7%	3.0%	64.2%
94	Bute Street	$4,466,318	861,174	10.0%	20.7%	4.6%	64.7%
100	Central Licensee	$62,602,358	6,076,568	29.2%	39.2%	10.6%	21.0%
102	Dunbar	$7,475,979	1,330,053	9.2%	27.9%	4.5%	58.5%
111	Commercial Drive	$5,950,377	1,259,453	8.9%	14.2%	3.5%	73.4%
112	Cardero	$5,001,841	911,814	10.6%	23.0%	4.8%	61.7%
113	Senlac & Kingsway	$9,478,233	1,936,064	10.7%	12.8%	4.8%	71.6%
117	Broadway & Maple	$12,737,804	2,419,144	8.6%	22.4%	5.5%	63.5%
123	Kingsgate Mall	$7,856,920	1,763,925	8.2%	12.5%	3.8%	75.4%
129	Thurlow & Alberni	$9,210,237	1,243,890	9.7%	34.7%	4.3%	51.2%
136	Arbutus Village	$3,822,466	494,434	16.5%	40.4%	3.7%	39.4%
141	13th & Granville	$3,031,079	477,429	11.9%	30.5%	5.1%	52.6%
144	Mandarin Centre	$1,468,974	169,245	25.4%	29.4%	2.6%	42.6%
146	18th & Cambie	$3,969,065	731,178	9.6%	22.4%	5.6%	62.4%
160	39th & Cambie	$13,209,764	1,774,858	12.0%	32.0%	3.7%	52.2%
210	Kerrisdale	$4,210,658	696,881	12.6%	27.5%	3.7%	56.1%
233	Robson Street	$9,206,103	1,777,779	8.9%	20.5%	4.9%	65.7%
237	28th & Main	$4,879,863	1,015,966	9.8%	12.3%	3.8%	74.1%

BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH STORE SALES BY ECONOMIC DEVELOPMENT REGION
For the Year ended March 31, 1989

STORE NUMBER	STORE NAME	SALES		LITRE PRODUCT MIX			
		RETAIL $	LITRES	SPIRITS %	COOLERS WINE & CIDER %		BEER %
	WEST VANCOUVER						
72	West Vancouver	$6,942,878	1,028,420	14.2%	33.1%	3.7%	48.9%
175	Caulfeild	$3,046,927	459,371	12.1%	33.6%	4.5%	49.9%
228	Park Royal	$9,061,671	1,192,808	14.5%	42.0%	3.8%	39.6%
302	WHISTLER	$4,905,229	952,565	7.6%	18.7%	5.1%	68.7%
6	WHITE ROCK	$8,370,996	1,371,982	14.5%	25.0%	4.9%	55.6%
	THOMPSON/OKANAGAN						
215	ARMSTRONG	$1,419,150	299,015	11.3%	10.2%	6.1%	72.3%
2	ASHCROFT	$658,362	134,382	11.2%	13.0%	5.0%	70.8%
138	BARRIERE	$670,369	156,528	9.5%	5.9%	6.0%	78.7%
60	CACHE CREEK	$783,945	158,316	12.4%	8.4%	5.9%	73.3%
226	CHASE	$2,321,561	415,780	15.6%	12.7%	8.6%	63.1%
88	CLEARWATER	$1,394,982	287,030	11.8%	7.6%	6.3%	74.3%
201	CLINTON	$702,410	135,345	13.8%	8.9%	7.9%	69.4%
49	ENDERBY	$1,411,438	301,282	11.1%	10.1%	6.3%	72.6%
16	GOLDEN	$2,389,209	440,305	12.2%	11.0%	5.3%	71.5%
	KAMLOOPS						
21	- Seymour Street	$5,892,647	1,236,985	10.7%	12.5%	6.5%	70.3%
79	- Columbia Place	$4,558,749	833,776	12.3%	18.2%	7.8%	61.7%
108	- Valleyview	$2,705,580	517,585	12.9%	14.2%	6.8%	66.0%
147	- Westsyde	$1,037,753	230,925	10.1%	10.4%	6.5%	73.0%
223	- Kamloops North	$6,204,813	1,166,470	14.0%	12.2%	7.8%	65.9%
	KELOWNA						
20	- Leon	$1,878,780	380,188	11.9%	13.5%	4.1%	70.5%
103	- Capri	$3,126,776	585,101	13.4%	15.9%	5.3%	65.4%
143	- Westbank	$3,262,967	611,497	13.9%	14.8%	6.7%	64.6%
148	- Mission Park	$3,216,176	603,650	12.6%	17.9%	5.7%	63.8%
167	- Orchard Park	$12,087,222	2,285,901	12.6%	15.3%	7.9%	64.2%
246	- Willow Park	$3,337,587	738,511	10.7%	9.7%	4.5%	75.2%
19	KEREMEOS	$829,080	171,101	11.9%	9.6%	5.5%	72.9%
139	LOGAN LAKE	$519,952	101,878	12.8%	9.4%	5.8%	71.9%
214	LUMBY	$1,134,181	281,309	8.0%	6.1%	5.8%	80.1%
209	LYTTON	$420,953	92,000	9.3%	13.6%	6.4%	70.7%
29	MERRITT	$2,801,345	530,471	13.6%	13.1%	6.7%	66.5%
69	OLIVER	$1,759,244	364,619	11.0%	14.0%	5.6%	69.4%
83	OSOYOOS	$2,193,310	465,822	10.2%	11.9%	8.5%	69.4%
	PENTICTON						
39	- Martin Street	$3,865,002	644,640	15.8%	18.5%	7.1%	58.6%
130	- Penticton Plaza	$6,012,326	1,085,400	13.9%	18.0%	7.2%	60.9%
37	PRINCETON	$1,896,493	444,831	9.4%	7.4%	5.2%	78.1%
45	REVELSTOKE	$2,915,486	579,720	11.3%	11.7%	5.7%	71.3%
48	SALMON ARM	$4,759,024	911,062	12.9%	13.6%	7.4%	66.1%
92	SICAMOUS	$1,520,998	306,807	12.4%	7.8%	7.2%	72.6%
86	SUMMERLAND	$2,053,164	430,877	10.9%	13.2%	5.1%	70.8%
	VERNON						
62	- Vernon	$6,419,679	1,204,889	13.3%	14.9%	5.7%	66.1%

BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH STORE SALES BY ECONOMIC DEVELOPMENT REGION
For the Year ended March 31, 1989

STORE NUMBER	STORE NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	COOLERS WINE & CIDER %	BEER %
135	Polson Place	$4,949,238	788,964	17.0%	20.0%	9.1% 53.9%
166	WINFIELD	$1,476,550	319,506	10.5%	11.8%	6.4% 71.3%
KOOTENAY						
78	CASTLEGAR	$2,770,418	524,596	13.4%	13.6%	5.8% 67.2%
9	CRANBROOK	$6,357,792	1,203,735	13.6%	13.1%	4.9% 68.4%
	CRESTON					
162	Canyon Street	$741,675	159,432	10.7%	8.9%	2.8% 77.5%
75	Valley Mall	$2,034,739	395,175	12.7%	11.5%	5.0% 70.8%
131	ELKFORD	$549,808	114,868	10.9%	7.1%	6.7% 75.3%
13	FERNIE	$1,724,233	299,279	15.6%	11.8%	6.0% 66.6%
95	FRUITVALE	$901,985	236,426	7.2%	8.3%	4.7% 79.9%
15	GRAND FORKS	$2,144,981	369,734	16.1%	13.8%	7.8% 62.3%
14	GREENWOOD	$294,542	55,077	14.8%	7.1%	7.4% 70.7%
17	INVERMERE	$2,975,397	537,294	12.5%	16.4%	6.5% 64.6%
18	KASLO	$747,839	167,992	9.1%	9.0%	4.3% 77.6%
66	KIMBERLEY	$2,114,250	400,316	13.2%	13.6%	5.2% 67.9%
202	NAKUSP	$1,176,666	254,439	10.3%	8.5%	5.9% 75.2%
32	NELSON	$4,777,276	811,944	14.9%	18.1%	6.7% 60.3%
74	NEW DENVER	$383,073	87,001	8.9%	9.5%	5.5% 76.1%
245	RADIUM	$1,123,582	263,311	7.3%	8.5%	6.7% 77.5%
44	ROSSLAND	$1,061,787	219,029	10.0%	16.5%	5.5% 68.1%
207	SALMO	$635,011	139,264	10.4%	8.8%	4.6% 76.3%
28	SPARWOOD	$1,185,981	239,750	12.4%	6.3%	4.5% 76.9%
51	TRAIL	$3,387,767	641,901	13.1%	18.2%	4.8% 63.9%
CARIBOO						
221	100 MILE HOUSE	$4,066,989	737,429	14.6%	13.6%	7.5% 64.3%
106	MACKENZIE	$2,362,507	493,023	11.4%	6.4%	5.3% 77.0%
26	MCBRIDE	$530,639	119,683	9.2%	7.7%	5.0% 78.0%
	PRINCE GEORGE					
114	Hart	$1,920,691	377,946	13.1%	9.1%	5.3% 72.5%
126	10th Avenue	$7,423,571	1,231,010	16.2%	12.8%	6.6% 64.4%
154	College Heights	$2,353,890	466,736	12.2%	11.0%	5.7% 71.1%
174	4th Avenue	$12,329,924	2,853,338	9.9%	8.8%	4.4% 76.9%
	QUESNEL					
43	Quesnel	$4,120,763	657,414	18.4%	13.7%	7.2% 60.8%
156	Quesnel West	$1,400,928	259,786	14.4%	12.2%	5.8% 67.6%
96	VALEMOUNT	$826,665	161,374	11.2%	8.6%	5.4% 74.8%
63	WILLIAMS LAKE	$6,754,444	1,021,558	19.7%	19.3%	7.3% 53.7%
NORTH COAST						
227	HAZELTON	$1,033,158	239,007	7.7%	8.7%	8.8% 74.8%
213	KITIMAT	$3,341,512	652,330	11.7%	11.9%	5.9% 70.5%
105	MASSET	$1,306,386	264,736	10.2%	10.8%	7.0% 72.0%
35	PRINCE RUPERT	$6,851,103	1,113,471	16.0%	13.0%	11.4% 59.6%
211	QUEEN CHARLOTTE CITY	$1,244,367	222,594	13.2%	11.0%	9.5% 66.4%

BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH STORE SALES BY ECONOMIC DEVELOPMENT REGION
For the Year ended March 31, 1989

STORE NUMBER	STORE NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	COOLERS WINE & CIDER %	BEER %
47	STEWART	$433,109	75,252	14.8%	10.1%	7.0%	68.1%
52	TERRACE	$5,818,245	1,021,987	14.5%	12.7%	7.4%	65.5%
NECHAKO							
73	BURNS LAKE	$1,748,463	352,115	11.7%	10.6%	4.9%	72.8%
248	FORT ST. JAMES	$1,427,577	322,059	9.3%	12.3%	3.2%	75.3%
91	FRASER LAKE	$846,081	168,965	11.4%	12.3%	7.4%	68.9%
119	GRANISLE	$413,350	112,862	5.8%	3.1%	2.2%	89.1%
99	HOUSTON	$1,555,950	341,110	10.2%	7.1%	5.0%	77.7%
46	SMITHERS	$3,790,645	766,431	10.7%	12.4%	6.2%	70.7%
81	VANDERHOOF	$1,690,885	333,122	12.0%	12.8%	6.5%	68.6%
PEACE RIVER							
4	ATLIN	$345,603	81,042	7.1%	9.7%	2.8%	80.4%
84	CASSIAR	$804,668	154,249	12.2%	7.1%	4.7%	76.0%
238	CHETWYND	$1,492,728	307,368	11.6%	6.9%	5.7%	75.8%
212	DAWSON CREEK	$4,684,837	826,090	15.5%	10.8%	6.6%	67.1%
222	FORT NELSON	$1,890,358	296,388	18.6%	10.4%	6.0%	65.0%
3	FORT ST. JOHN	$6,366,579	1,132,621	14.9%	11.4%	5.7%	68.0%
234	HUDSON HOPE	$316,467	70,845	9.8%	7.1%	3.3%	79.7%
169	TUMBLER RIDGE	$1,180,461	252,011	10.0%	7.7%	5.8%	76.5%
TOTAL BRITISH COLUMBIA LIQUOR STORES		$935,880,211	169,542,596	12.7%	17.7%	5.8%	63.8%

Note: Figures reported are sales by Liquor Distribution Branch stores only.

Jericho Village

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